

# CENTENARY ILO100

## Visual identity at a glance



The ILO Centenary  
Le centenaire de l'OIT  
El centenario de la OIT

Advancing social justice,  
promoting decent work

Faire progresser la justice sociale,  
promouvoir le travail décent

Impulsar la justicia social,  
promover el trabajo decente

Download  
the guidelines,  
templates  
and files

[intranet.ilo.org](http://intranet.ilo.org)

### OVERVIEW

In 2019, the International Labour Organization (ILO) celebrates its 100th anniversary. The Centenary will be a celebration of the ILO's achievements and will reaffirm the ILO's position as the authoritative global organization for the world of work. A visual identifier is to be used in all Centenary-related communication. The visual identifier represents the figure "100", rooted in the solid basis of its mandate, and which is also in movement and prepared for, and open to, the future of work. The identifier is always used together with the ILO logo.

### STANDARD VERSION

The standard version is to be used in all situations unless an alternative version is required. The standard version is usually positioned on the top right of the product, unless design or space constraints require an alternative position.



### PRINT MINIMUM SIZES



### COLOURS



<b>Light Red</b> Social Justice	<b>Deep Red</b>	<b>Light Brown</b> Decent Work	<b>ILO Blue</b> Pantone Reflex Blue
HEX: #E40046	HEX: #A21942	HEX: #a2301b	HEX: #37468e
CMYK: 0 94 64 0	CMYK: 29 100 70 27	CMYK: 0 94 94 27	CMYK: 100 72 0 6
RGB: 228 0 70	RGB: 162 25 66	RGB: 162 48 27	RGB: 55 70 142

### TYPOGRAPHY

**Primary font: Montserrat**  
(for design applications and products)  
(Google font download on [fonts.google.com](https://fonts.google.com))

**Other fonts**  
Use standard ILO fonts: **Times New Roman**  
(correspondence) or **Trade Gothic** (publications)

### WHITE SPACE



100% of the width of the number 1

### LOGO VARIATION

#### NEGATIVE

White version to use on colour background



#### BLACK

Use in black-and-white documents only



### ALTERNATIVE VERSIONS

#### VERTICAL/STACKED

To use on all print publications and reports, when the full name of the ILO is needed or when there are space constraints



International  
Labour  
Organization



#### DIGITAL USE

Simplified version without date or tagline, e.g. e-mail, social media



Digital versions available on request from PRODOC

#### DIGITAL MINIMUM SIZES



### EXAMPLE APPLICATIONS OF VISUAL IDENTIFIER

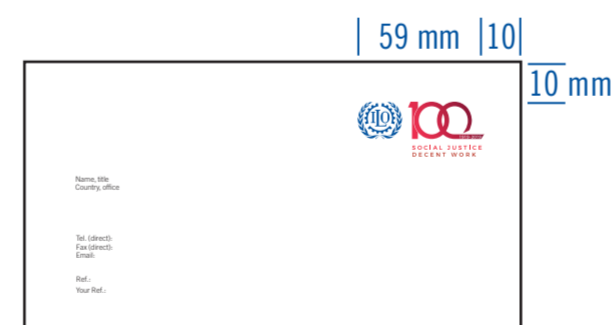
#### PUBLICATION / REPORT

**A4** (210 x 297 mm) or **format** (210 x 210 mm) **Format** (160 x 240 mm)



#### LETTERHEAD

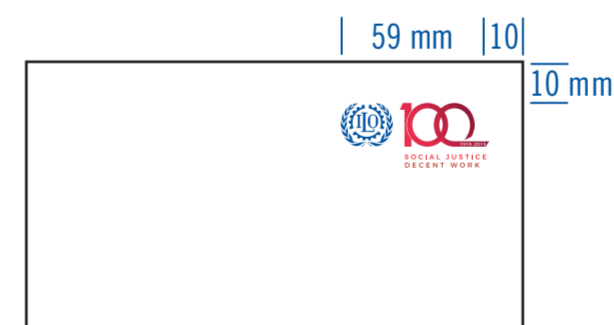
**A4** (210 x 297 mm)



Please request office-specific templates from PRODOC.

#### WORD DOCUMENT

**A4** (210 x 297 mm)



#### BANNER / ROLLUP

800 x 2000 mm or other



#### POWERPOINT



#### E-MAIL SIGNATURE

Staff are requested to use the standard model of signature linked to the visual identifier in Outlook

#### WEBSITE HEADER



All ILO websites will be updated in January 2019

#### SOCIAL MEDIA

Use the digital version and position top right or bottom right, depending on visual. Additional social media examples available from DCOMM. Hashtags: #ilo100 #oit100



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In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed.

**Please do not add to or change anything about the logo.**

## INCORRECT USAGE



Do not add shadows, strokes, or other effects



Do not rotate or flip



Do not alter proportions of the logo



Do not alter the tagline in any way



Do not change any color



Do not change aspect ratio, stretch, or squeeze



Do not make the logo into an outline



Do not use the Centenary logo without the ILO logo



Do not use the Centenary logo on a tone on tone color



Do not add any type or graphic elements



Do not change the tagline



Do not crop the logo



Do not separate the elements:  
ILO logo and '100' symbol